

TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF MARCH 2006

VENDOR	DESCRIPTION	AMOUNT
<u>ADVERTISING</u>		
COOKE COMMUNICATIONS	DAC/TDC/FSHGUMB/DIVEUMB/LDG	\$704.85
COOKE COMMUNICATIONS	OFFICE ASSISTANT	\$100.70
FLORIDA KEYS KEYNOTER	DAC/TDC/FSHG UMB MTG FEB06	\$500.00
FLORIDA KEYS.COM	FEBMAR MONTHLY FEE	\$5,832.00
THE REPORTER	DAC/TDC/FSHG UMB/DIVE UMB	\$223.02
TINSLEY ADVERTISING	PROMO ADV	\$290,292.03
TINSLEY ADVERTISING	GEN ARTS	\$18,888.48
TINSLEY ADVERTISING	GEN FISHING	\$60,192.26
TINSLEY ADVERTISING	DIVE UMBRELLA	\$65,413.16
TINSLEY ADVERTISING	DAC 1 ADV CAMPAIGN	\$233,181.47
TINSLEY ADVERTISING	DAC 2 AD CAMPAIGN	\$39,316.17
TINSLEY ADVERTISING	DAC 3 ADV CAMPAIGN	\$65,414.40
TINSLEY ADVERTISING	DAC 4 ADV CAMPAIGN	\$69,611.88
TINSLEY ADVERTISING	DAC 5 ADV CAMPAIGN	\$70,541.45
TINSLEY ADVERTISING	ADV EMERGENCY FUNDS	\$32,628.75
TINSLEY ADVERTISING	MEDIA MATAERIALS	\$38,588.97
		<hr/> \$991,429.59
<u>BRICKS & MORTAR PROJECTS</u>		
CITY OF MARATHON	OCTNOV05 COCOSOMBERO	\$27,089.67
FLORIDA KEYS COMMUNITY COLLEGE	DEC05 LOBBY EXPANSION	\$44,212.42
		<hr/> \$71,302.09
<u>VISITOR INFORMATION SERVICES</u>		
GREATER KEY WEST CHAMBER OF COMMERCE	FEB/MAR06	\$34,500.00
GREATER MARATHON CHAMBER OF COMMERCE	FEB06	\$6,666.66
ISLAMORADA CHAMBER OF COMMERCE	FEB06	\$6,666.66
KEY LARGO CHAMBER OF COMMERCE	FEB06	\$7,750.00
LOWER KEYS CHAMBER OF COMMERCE	FEB/MAR06	\$9,000.00
		<hr/> \$64,583.32
<u>EVENTS</u>		
EYE CATCHER DISPLAY	BANNERS HIBISCUS PEDAL	\$3,075.00
FLORIDA TRAVEL	MAR06 JAZZ ART FESTIVAL	\$600.00
GEMINI PRINTING	POSTER/FLYER PIRATES IN PARADISE	\$1,470.00
HABITAT FOR HUMANITY	ADVERTISING TERRY CASSIDY EVENT	\$6,000.00
ISLAMORADA CHARTER BOAT	DEC06 SAILFISH TOURNAMENT	\$3,920.36
ISLAND ADVERTISING	DEC05 THEN NUTCRACKER BOOKLET	\$619.68
KEYBOARD ADVERTISING	TEES PIRATES PARADISE	\$1,262.00
KEY WEST COUNCIL OF THE ARTS	JANMAR06 ADV IMPROMPTU BROCHURE	\$3,182.40
KEY WEST FISHING TOURNAMENT	05 AWARDS EXPENSE, 06 KICKOFF	\$3,314.39
KEY WEST POPS ORCHESTRA	JAN06RODGERS & HAMMERSTEIN	\$241.00
KEY WEST POPS ORCHESTRA	FEBMAR06 HELLO DOLLY	\$270.50
KEY WESTER MAGAZINE	NOVDEC05 ADV PIRATES PARADISE	\$828.00
FLA KEYS COMMUNITY CONCERT	MAILIST FLYER POPS IN THE PARK	\$44.50
METROMEDIA MARKETING	OCT05 LADIES FISHING ISLAMORADA TEESBROCHURE	\$2,398.14
MURRAY MARINE, INC	HOGSBREATH KINGMACKREL TOURNAMENT TROPHIES	\$3,774.93
PETER L. ARNOW	FOUNDERS SOCIETY-DEC05 THE NUTCRACKER	\$1,500.00
PIGEON KEY FOUNDATION	FEB06 ART EVENT	\$9,743.65
PREMIERE RACING INC	JAN06 KEYWEST RACE WEEK	\$54,500.00
SCOTT ADVERTISING DESIGN	JAN06 HIBISCUS PEDAL EVENT	\$1,350.00
SOLARES HILL DESIGN	NOV05 PIRATES PARADISE	\$405.00
TINSLEY ADVERTISING	HARRY S TRUMAN LEGACY SYMPOSIUM	\$2,124.40
TINSLEY ADVERTISING	KW HOUSE/GARDEN TOURS	\$2,006.07
TINSLEY ADVERTISING	SCULPTURE KEY WEST	\$993.27
TINSLEY ADVERTISING	OUTDOOR ART FEST	\$2,113.10
TINSLEY ADVERTISING	HOGSBREATH KEYS 100 RACE	\$2,689.40
TINSLEY ADVERTISING	HISTORY OF DIVING MUSEUM	\$1,075.76
TINSLEY ADVERTISING	BIG PINE NAUTICAL FLEA MARKET	\$3,632.95
UPPER KEYS COMMUNITY POOL	DECJAN06 ORANGEBOWL TRAINING EVENT	\$30,000.00
		<hr/> \$143,134.50

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OFFICE SUPPLIES & OPER COSTS

BUCCANEER COURIER INC	TDCDAC DELIVERIES	\$117.00
C.B. SCHMITT REAL ESTATE	FEB/MAR06 RENT	\$15,007.20
COMPUTER OFFICE SOLUTIONS	FEB/MAR06 MONTHLY FEE	\$44.00
DELL MARKETING	ULTRASHARP	\$332.10
DIVERSIFIED SERVICES	FEB06 JANITOR FEE	\$345.00
FEDERAL EXPRESS CORP	FEB06 SHIPPING	\$1,605.84
GRAINGER	MUSEUM REPAIRS	\$445.01
GREENPAGES INC.	VGA MONITOR EXTENSIONS 6 & 10 FT	\$20.51
KEY WEST CHEMICAL AND PAPER	MDSE	\$18.50
OROPEZA & PARKS, CPAS	TAXES05 ADMIN DAC	\$1,150.00
PITNEY BOWES INC	FEBMAR06 MONTHLY FEE	\$302.00
PLAYMORE RECREATIONAL	MDSE ASTRO CITY HIGGS BCH	\$117.70
SOFTWARE MANAGEMENT	OQTRLY FEE APRMAYJUNE06	\$935.00
TOTAL TEMPERATURE CONTROL	FEB06	\$99.95
UNITED STATES POSTAL SERVICE	JANFEB06	\$2,265.13
UNITED STATES POSTMASTER	OCTDEC05-JANFEB06 BULK MAIL	\$2,839.36
US POSTMASTER	FEB06 BOX RENT FEE	\$204.00
XEROX CORPORATION	FEB06 COPIER/FAX	\$583.15
ZENITH INSURANCE COMPANY	INSURANCE	\$1,257.00
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		\$27,688.45

PERSONAL SERVICES

\$0.00

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	FEBMAR06 FEES	\$69,456.75
STUART NEWMAN ASSOCIATES	PR EXP	\$59,221.63
STUART NEWMAN ASSOCIATES	PR FISHING	\$1,673.80
STUART NEWMAN ASSOCIATES	FEB06 STRINGER FEES	\$4,624.99
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		\$134,977.17

SALES & MARKETING

AMEUROP PHONE ASSIST	JAN/FEB	\$3,000.00
ARNOLD SHEER	FEB06 MYSTERY SHOPPER	\$2,500.00
CELLET TRAVEL SERVICES	JAN06 UKMANCHESTER	\$1,688.54
CELLET TRAVEL SERVICES	JAN06 ICELANDIC AIR	\$191.97
CELLET TRAVEL SERVICES	FEB06 UKTHOMSONHOLIDAY	\$81.65
CELLET TRAVEL SERVICES	JAN06 FEE	\$5,666.66
CELLET TRAVEL SERVICES	FEB06 FEE	\$5,666.66
CELLET TRAVEL SERVICES	OCTJAN GIA18-19-165	\$2,671.16
CONEX-A GLOBAL EXIBITION	MAR06 ITBSTABD BERLIN	\$14,800.00
DIVING EQUIPMENT & MARKETING	NOV06 DIVE ORLANDO	\$12,560.00
EQUALITY FORUM, INC	MAY06 STEVESMITH PHILLY	\$525.00
FILM FLORIDA	APR06 LOCATION TRADE SHOW	\$2,000.00
FLORIDA HUDDLE	JAN07 REGISTRATION SMITCHELL	\$2,300.00
GULF COAST EXPO	MAR06 MPLNER S. TORTU	\$60.00
HARVARD BUSINESS REVIEW	FEB06 RESEARCH DATA	\$99.00
HOSPITALITY SALES MARKETING	MEMB STACEY/SUSAN/JUTTA	\$595.00
INTERNATIONAL GAY&LESBIAN TRADE SHOW	MAY-SEPT REGISTRATION BOOT	\$520.00
JOICE VENTRY	MAY06 TALLAHASSEE MTG	\$1,675.00
KEYBOARD ADVERTISING	TDC OFFICIAL LOGO TSHIRTS	\$451.27
KEY WEST NUT HOUSE	FEB06 PROMO ITEMS	\$150.00
MEADOWLANDS EXPOSITION	MAR06 BEANEATH SEA DIVE SHOW	\$210.00
MONROE COUNCIL OF THE ARTS	JANFEB06 MONTHLY PROMO FEE	\$7,083.34
NATIONAL TOUR ASSOCIATION	MEMB06 JUTTAFAARRER	\$615.00
NORTHALSTEAD MARKET DA	AUG06 STEVESMITH CHICAGO MRKT	\$840.00
PRANGE AND OHEARN	JAN06 VISPROFILE COLLECTION	\$3,718.75
PRANGE AND OHEARN	FEB06 FEDEX MISC EXPENSES	\$121.54
PRANGE AND OHEARN	FEB06 HOTEL CONVERSION SETUP	\$3,000.00
SMG EXPOSITION SERVICE	MAR06 BENEATH SEA DIVE SHOW	\$4,603.05
SMITH TRAVEL RESEARCH	JAN06 FEE	\$575.00
THE MARKET SHARE	MAIL FULFILLMENT	\$9,481.33

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UNICOM, LLC	FEB/MAR07 AIT STACEY MITCHELL	\$9,600.00
VISIT FLORIDA	ITB BERLIN	\$540.00
VISIT FLORIDA	FEES FLORENCE NAPLES	\$2,100.00
VISIT USA COMMITTEE	MEMBERSHIP07 S. MITCHELL	\$1,066.57
VISIT USA COMMITTEE GERMANY	MEMBERSHIP06 S. MITCHELL	\$1,270.00
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		\$102,026.49

TELEPHONE & UTILITIES

BELLSOUTH	2961552FEB/MAR06	\$2,440.06
BELLSOUTH	2941936FEB06	\$232.18
BELLSOUTH	2942901FEB06	\$941.01
BELLSOUTH	2950918FEB/MAR06	\$299.90
BELLSOUTH	2966103JANFEB06	\$585.36
BELLSOUTH	638646FEBMAR06 BBND	\$914.00
CINGULAR WIRELESS	JAN/FEB06 CELLPHONE	\$278.94
CITY OF KEY WEST	FEB/MAR06 LT HOUSE	\$911.23
CITY OF KEY WEST	FEB/MAR06 HIGGS BCH	\$5,661.38
FCAA	FEB/MAR06 HH PARK/OCEAN	\$5,906.89
FCAA	FEB06 HIGGS BCH	\$1,045.10
FCAA	FEB06 TDC 1201 WHT ST	\$226.58
FCAA	MAR06 938WH	\$106.16
FLORIDA KEYS ELECTRIC	FEBMAR06 HH PARK/OCEAN	\$1,401.25
KEYS ENERGY SERVICES	MAR06 TDC	\$311.42
KEYS ENERGY SERVICES	MAR06 R LTHSE	\$467.47
KEYS ENERGY SERVICES	MAR06 HIGGS BCH	\$301.56
KEYS ENERGY SERVICES	MAR06 HIGGS BCH	\$14.96
KEYS ENERGY SERVICES	MAR06 W MART TOWER	\$331.12
KEYS ENERGY SERVICES	MAR06 W MART TOWER	\$43.45
KEYS SANITARY SERVICE	MAR06 HH PARK	\$882.82
WASTE MANAGEMENT	MAR06 HIGGS	\$3,040.68
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		\$26,343.52

TRAVEL

HAROLD WHEELER	FEB/MAR06 LODGING MEETINGS	\$40.00
HAROLD WHEELER	FEB06 MTGS DV,CULT,DAC,LDS	\$289.40
HAROLD WHEELER	MAR06 VISITFL TALLAHASSEE	\$419.02
JESSICA BENNETT	MAR06 LODGING MEETING	\$20.00
JESSICA BENNETT	MAR06 VISITFL	\$102.76
JESSICA BENNETT	FEB06 MTGS DV,CULT,DAC,LDS	\$104.80
JUTTA FARRER	FEB06 FINAL DC SGTP	\$96.20
JUTTA FARRER	ADV ITB,BERLIN 3/8-12/06	\$2,680.24
KATHY HOUTZ	MAR06 TDC MTG ISLAMORADA	\$66.40
KEY WEST TRAVEL CONDO	JFARRER KW-WASHINGTON DC	\$345.20
KEY WEST TRAVEL CONDO	STORTU KW-WASHINGTON DC	\$454.20
KEY WEST TRAVEL CONDO	FEB06 SMITCHEL KW-PARIS FRANCE	\$673.01
KEY WEST TRAVEL CONDO	FEB06 SPONSCHIL KW-PARIS	\$659.01
KEY WEST TRAVEL CONDO	FEB06 STORTU KW-CHICAGO	\$515.20
KEY WEST TRAVEL CONDO	MAR06 SMITBHEL KW-BERLIN	\$835.18
KEY WEST TRAVEL CONDO	MAR06 HWHEELER KW-TALLAHASSEE	\$485.20
KEY WEST TRAVEL CONDO	MAR06 STORTU KW-TAMPA	\$403.60
LYNDA STUART	JAN/FEB/MAR06 DAC MEETINGS	\$366.80
MAXINE PACINI	MAR06 DAC MTGS	\$203.10
RITA BUCKNER BROWN	APR06 LALOCATIONS EXPO	\$1,024.10
SABINE PONS-CHILTON	FEB06 FINAL PARIS FRANCE	\$3,765.18
STACEY MITCHELL	MAR06 MTGS DV,CULT,DAC,LDS	\$66.40
STACEY MITCHELL	FEB06 FINAL PARIS FRANCE	\$708.95
STACEY MITCHELL	MAR06 FINAL BERLIN	\$450.12
SUSANNE TORTU	FEB06 FINAL SGTP WASHINGTON DC	\$124.05
SUSANNE TORTU	MAR06 MPITAMPA	\$1,311.50
SUSANNE TORTU	FEB06 FINAL CHICAGO DIVE SHOW	\$88.48
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		\$16,298.10

TOTAL \$1,577,783.23